



Department of Administration, Conference Room C
 One Capitol Hill, Providence
 1:00 pm – 2:30 pm
 October 15, 2013
 Meeting Minutes

Attendees: Christine Ferguson, HealthSource RI Director, Kathleen Hittner, Health Insurance Commissioner, Peter Howland, Linda Katz, Margaret Holland McDuff, Dwight McMillan, Patrick Quinn

Excused: Secretary Steven Costantino, Meg Curran, Chair, Mike Gerhardt, Geoff Grove, Vice-Chair, Director of Administration Richard Licht, Amy Zimmerman

- I. Director Ferguson called the meeting to order and moved to approve the minutes from the September 26, 2013 Exchange Advisory Board Meeting. Linda Katz noted that the minutes should reflect a follow up meeting to be set for a RIte Share and Medicaid discussion. Minutes will be updated for approval at the next meeting.

II. HealthSource RI: Where We Are and Where We're Going
 Christine Ferguson, Director

Director Ferguson provided a review of HealthSource RI's first two weeks. Basic operational metrics were presented:

HealthSource RI Daily Stats

Week 1			10/1	10/2	10/3	10/4	10/5	Total Week 1	Total 10/1 to Date
HSRI Website Visits			12,194	10,653	7,569	5,599	3,046	39,061	39,061
HSRI Unique Visits			10,734	8,972	6,332	4,706	2,673	33,417	33,417
Contact Center Calls Received			2,198	1,254	986	754	222	5,414	5,414
Contact Center Walk-Ins			30	52	64	60	27	233	233
Accounts Created			1,533	556	840	572	310	3,811	3,811
Completed and Processed Applications			222	114	214	175	61	786	786

Week 2	10/6	10/7	10/8	10/9	10/10	10/11	10/12	Total Week 2	Total 10/1 to Date
HSRI Website Visits	2,961	4,536	4,650	3,846	3,666	3,085	1,771	24,515	63,576
HSRI Unique Visits	2,595	3,784	3,714	3,126	3,010	2,580	1,543	20,352	53,769
Contact Center Calls Received	96	801	759	673	670	575	124	3,698	9,112
Contact Center Walk-Ins	15	56	54	49	57	52	28	311	544
Accounts Created	345		362	394	371	316	118	1,906	5,717
Completed and Processed Applications	196		156	175	166	159	63	915	1,701

Director Ferguson noted that the volume of walk-ins has been greater than expected; more space to accommodate walk-ins and house offices may be needed. Director Ferguson also noted that call center data shows that issues faced in the first two days of operation were quickly corrected, which speaks highly of the contact center and staff.

Director Ferguson stated that Rhode Island has received tremendous feedback nationally as well as locally, a testament to the team of staff that has worked on the project for the past 12-18 months. HealthSource RI's next steps will include a push on marketing and sales in the coming month. A robust conversation around structure, budget and Medicaid will be necessary in the next few months.

III. Board Feedback

Director Ferguson invited board members to provide feedback on the first two weeks and share thoughts about going forward.

A. Board members reported all around **positive anecdotal feedback**. The website has been easy to access and is user friendly.

B. Board members are interested in **metrics**, both operational measures and long-term evaluation measures.

Members asked when **enrollment data** will be available by breakouts and what data will be required by CMS. Board members would like to see breakouts by characteristics like family size and family income, especially for the purposes of identifying who is not being reached. Such breakouts will be available in December.

A half-day **retreat** was proposed to **re-evaluate the strategic plan and discuss metrics** that board members would like to see.

Given a suggestion that it would be more productive if data was available for the retreat, the **retreat will be planned** for after Thanksgiving, most likely early December. Members of the Expert Advisory Committee will be invited as well, to share knowledge of health outcome measures previously discussed.

C. Board members want to know how **navigator** information will be incorporated in operational metrics and the status of the **outreach** contract.

D. Board members asked if updated **Medicaid criteria** was being used in

the system. Members are concerned about the Medicaid eligibility gap that will exist until January 1st, when the new Medicaid criteria will become effective. Currently, the system notifies individuals if they are eligible for Medicaid as of January 1st, but does not notify individuals who may be eligible currently. Data on parents transitioning out of Medicaid is wanted.

E. Board members are interested in what ways **Rhode Island's approach** is similar or different from other states, for example in terms of emphasis on Catastrophic Plans.

Director Ferguson suggested that a **state-to-state comparison** would be useful for both the board and legislature. A primer or briefing book on what tact is being taken in different states should be produced.

Board members suggested that the comparison would be particularly interesting in terms of **small business**, and were interested in the possibility of using the SHOP program to market the state as being more business friendly than it is typically seen to be.

Director Ferguson agreed and described an **employer tool** being developed for the EDC's "siteing" website, targeting businesses looking to relocate to a business-friendly environment. The website will describe healthcare options and rates available in the state, and offer a tool that provides a quick quote to businesses, based on employee census information.

IV. Public Comment

The Director asked if there was any public comment, hearing none the meeting was adjourned.